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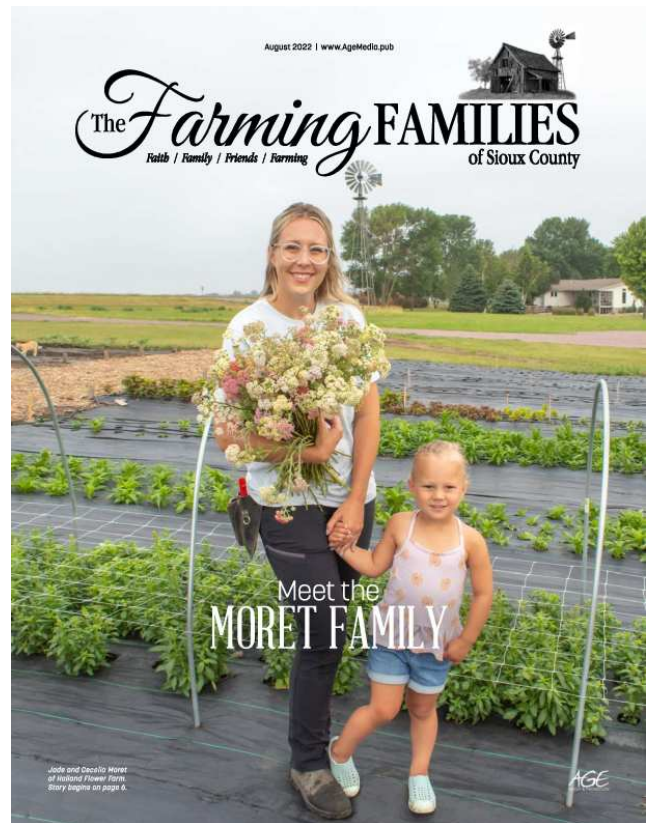


The Farming FAMILIES

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# MEDIA KIT

## 2023



AGE Media & Promotion partners with reputable businesses to produce free magazines which are personal, relevant, and topical to “connect farmers and build community”.

Each month, AGE Media publishes *The Farming Families* in seven counties:

### SOUTH DAKOTA EDITION

Hutchinson | Lincoln | Minnehaha | Turner

SOUTH DAKOTA ADVERTISING SALES:

**Garrett Gross**  
515-231-9367  
garrett@agemedia.pub

### IOWA EDITION

Lyon | Plymouth | Sioux

IOWA ADVERTISING SALES

**Bob Fitch**  
712-551-4123  
bob@agemedia.pub

## A GOOD INVESTMENT

Advertising in the *Farming Families* magazine is an affordable and effective way to deliver your message to targeted audience of active farmers and producers.

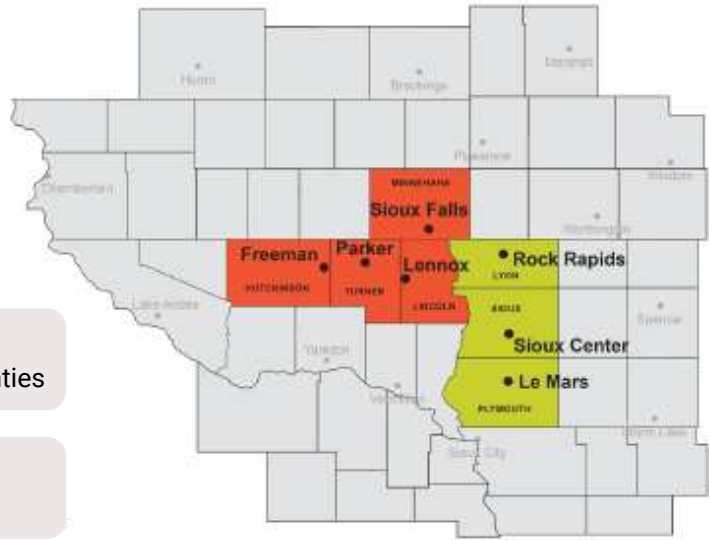
Readers also see advertisers as businesses investing in their communities.

### South Dakota Circulation:

Hutchinson, Lincoln, Minnehaha, and Turner Counties

### Iowa Circulation:

Lyon, Plymouth, and Sioux Counties



## FARMERS STILL VALUE PRINT ABOVE OTHER MEDIA.

Ag Media Council's 2022 Research\* found that, while usage of digital channels has increased, farmers across all age groups continue to view or read ag magazines or newspapers an average of 65% of the time vs. 57% for websites and 33% for ag-related social media.

| AT LEAST WEEKLY                              | 2018 | 2020 | 2022 |
|--|------|------|------|
| ag magazines or newspapers                   | 72%  | 73%  | 65%  |
| ag e-newsletters                             | 68%  | 66%  | 58%  |
| ag websites                                  | 64%  | 63%  | 57%  |
| ag websites on a mobile device               | 51%  | 51%  | 48%  |
| ag direct e-mail                             | 52%  | 52%  | 46%  |
| ag text messages                             | 45%  | 45%  | 42%  |
| ag direct mail                               | 48%  | 47%  | 41%  |
| ag apps on a mobile device                   | 42%  | 41%  | 38%  |
| ag social media                              | 30%  | 33%  | 33%  |
| ag TV programs                               | 35%  | 37%  | 31%  |
| ag radio programs                            | 34%  | 34%  | 29%  |
| ag dealers / retailers                       | 20%  | 21%  | 20%  |
| ag manufacturer or supplier publications     | 19%  | 17%  | 18%  |
| ag consultants                               | 17%  | 16%  | 16%  |
| ag podcasts [2020 & 2022]                    |      | 12%  | 13%  |
| ag webinars                                  | 7%   | 7%   | 8%   |
| virtual events [2022 only]                   |      |      | 3%   |
| in-person farm shows [farm shows: 2018-2020] | 3%   | 4%   | 3%   |
| ag conferences or seminars                   | 2%   | 4%   | 3%   |

## POSITIVE CONTENT CONNECTS FARMERS AND BUILDS COMMUNITY

- Photos and a feature story about a local farm family
- Keeping Local History Alive
- Youth in Agriculture
- Making a Difference—groups making a positive impact on the community
- Recipes from Readers
- Sponsor Spotlights—featuring one of our partner businesses

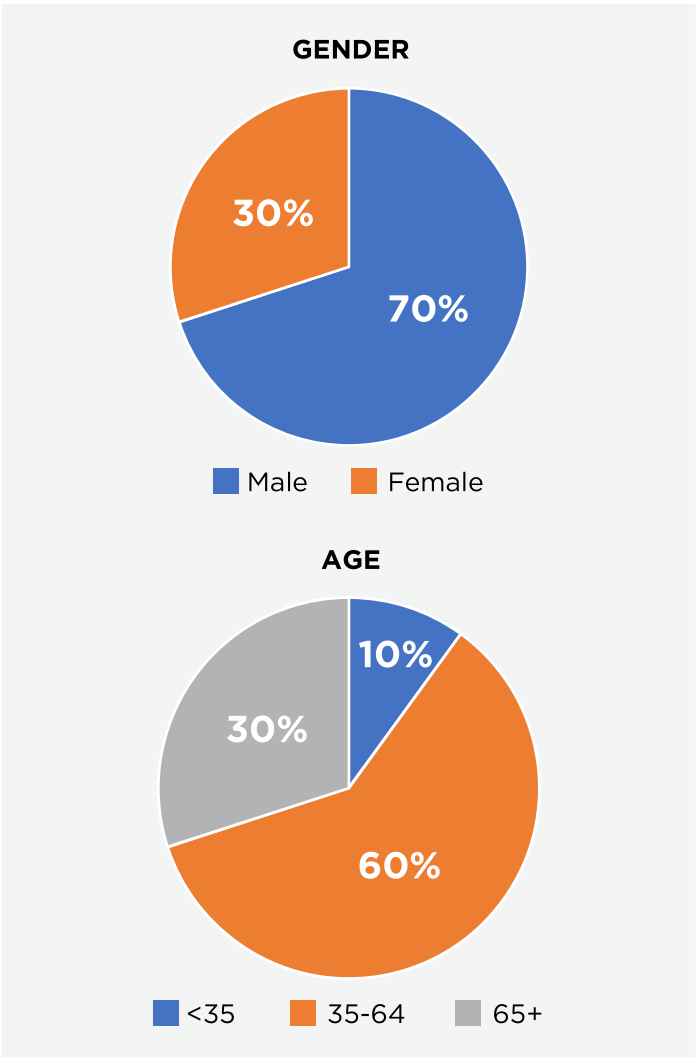
How often do you usually read, view, visit, attend, or use the following types of media or inform

Source: Ag Media Council's 2022 Media Channel Survey.

**PRODUCER DEMOGRAPHICS**

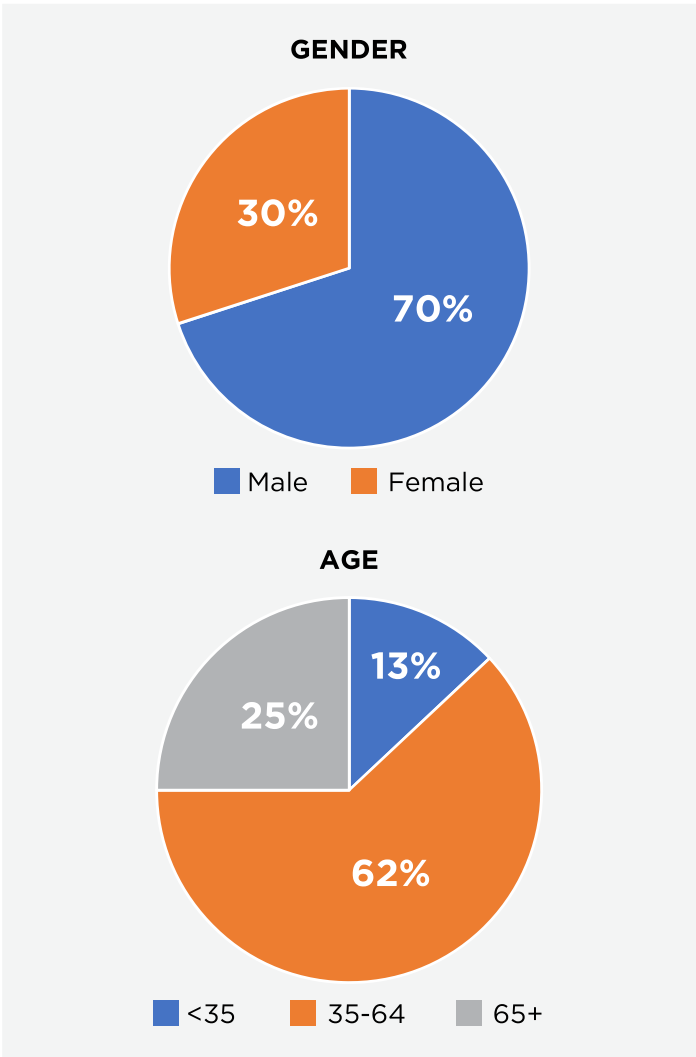
FARMING FAMILIES MAGAZINE  
**SOUTH DAKOTA DISTRIBUTION**

Turner | Hutchinson | Lincoln | Minnehaha



FARMING FAMILIES MAGAZINE  
**IOWA DISTRIBUTION**

Sioux | Lyon | Plymouth



**9%**  
Military Experience



**80%**  
Internet Access



**96%**  
Family Farms



**7%**  
Military Experience



**83%**  
Internet Access



**95%**  
Family Farms

Source: USDA 2017 Census of Agriculture.  
Combined Averages for Circulation of South Dakota Farming Families counties & combined averages for Iowa Farming Families counties.